



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Municipal Gallery

**Next Beverly Hills Committee Meeting**

**SPECIAL MEETING HIGHLIGHTS**

Tuesday, August 16, 2016  
8:30 AM

**MEETING CALLED TO ORDER**

Date / Time: August 16, 2016 / 8:32 AM

**IN ATTENDANCE:** Mayor John Mirisch, Councilmember Julian Gold, Marketing and Economic Sustainability Manager Megan Roach, Policy & Management Intern Michael George, Jamie Ross, Jon Gluck, Sharona Nazarian, Ori Blumenfeld, Ben Reiss, Kim Reiss, Paul O'Brien, Timmi Tway, Tim Hou, Kory Klem, Alex Polin, Jon Paul Puno, Michelle Khalatian, Sheena Tahilramani.

**1) PUBLIC COMMENT**

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: None.

**2) Welcome**

**a. New Member & Guest Introductions**

1. Ariel Cohen, high school student
2. Tim Hou, new Assistant to the City Manager
3. Frances Bilak, Chair of the Recreation & Parks Commission

**3) Current Business**

**a. Next Night Event Initiative**

1. Entertainment Subcommittee
  - The subcommittee reported that all entertainment for Next Night has been arranged.
2. Marketing Subcommittee
  - The subcommittee reported that Beverly Hills Weekly and Westside Today did stories on Next Night.
  - Upper Crust Pizzeria will host a media event for Next Night on August 17.
3. Vendors Subcommittee
  - The vendors subcommittee reported that many local artisanal vendors are secured for Next Night.
  - Beverly Hills-based businesses include Pussy and Pooch, Soul Cycle, Pure Barre and others.
  - Food trucks include Sprinkles Cupcakes, Lobsta Truck and Grilled Cheese Truck.
  - A Snapchat 'geofilter' was created for 6pm-9pm on 8/27.

**b. Housing White Paper Initiative**

1. White Paper Outline and Project Plan

- Mayor Mirisch and Councilmember Gold provided feedback on the draft outline and suggested the subcommittee outline the survey results for what people want (i.e. walkability, sq. ft. amenities, price ranges, etc.) The subcommittee should also identify opportunity areas like the southeast for this type of housing and schedule individual meetings with councilmembers to obtain feedback on the outline.
- Michael will work with the subcommittee to process and analyze the initial survey results and create an online version of the survey.

**c. Marketing Subcommittee**

1. Social Media Update

- Kim Reiss manages the Committee's social media platforms and reported that the Next Night Facebook event page has been visited 78,000 times.

**d. Proposed New Initiative: Get Out The Vote**

1. Moved to the next meeting.

**4) New Business**

**a. Leadership Development Preview**

1. A Leadership Development session is scheduled for September 20, 2016 at Greystone Mansion from 8am-10am.

**b. Pitch & Tell**

1. Committee Member Kim Reiss suggested that the Next Beverly Hills Committee work in conjunction with Team Beverly Hills.

**c. Upcoming Meetings**

1. September 6 at 8:30 a.m. in Municipal Gallery.

**ADJOURNMENT**

Date / Time:

August 16, 2016 / 9:30 AM